

Subject: This week from CCA (CCA Delivers - March 23, 2017)
From: "Central City Association" <jdanganan@ccala.org>
Date: 03/23/2017 05:02 PM
To: "Carol E. Schatz" <cschatz@downtownla.com>

CCA Delivers

CCALA.org

March 23, 2017

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Arts District Station Update

CCA spoke at the Metro Board of Directors regarding the Division 20 project in the Arts District. For the past several months, we have been asking Metro to design the Division 20 project in a way that would not preclude a rail station in the Arts District. Due to our advocacy with a strong coalition of property owners and other organizations focused on Downtown's mobility, such as FAST, we were able to get the Board to approve a motion that would commence a study of an Arts District rail station. This study is expected to be heard at the Metro Board meeting in April.

Today, the Board took two actions regarding Division 20: it adopted the Initial Study/Mitigated Negative Declaration (IS/MND) and it exempted the project from CEQA. CCA asked the Board to continue the item until the next meeting so it could be considered with the study and we raised an objection to the CEQA exemption. Although we were unsuccessful at delaying approval of the Division 20 work, we will continue to push for an Arts District station at 6th Street near Mesquite Street.

Additionally, CCA recognizes the importance of the Division 20 project to increase capacity on the Red and Purple Lines. Metro has received a significant Federal grant to extend the Purple Line westward and to widen the tracks and portal at Division 20 to increase service on that Line, and the Board moved forward with the project today to ensure the Federal funding remains in place.

CCA will push for an Arts District station at the April 27 Metro Board of Directors meeting and encourages our members to do the same.

CCA Supports the Hospitality Industry

EVENTS CALENDAR

CCA EVENTS

TUESDAY, APRIL 18

5:30 - 7:30 p.m.

CCA MEMBERS SOIREE

Westin Bonaventure Hotel & Suites

THURSDAY, MAY 11

11:00 - 1:30 p.m.

CCA'S 23RD ANNUAL TREASURES
LUNCHEON

Westin Bonaventure Hotel & Suites

MEMBER EVENTS

THURSDAY, MARCH 23

BUILDING FORWARD L.A. KICK OFF

A+D Architectur and Design Museum

SATURDAY, MARCH 25

CHMC'S HEART OF THE CITY 5K

California Hospital Medical Center

TUESDAY, MARCH 28 &

WEDNESDAY, MARCH 29

ACCESS SACRAMENTO

L.A. Area Chamber of Commerce

COMMITTEE CALENDAR

WEDNESDAY, MARCH 29

8:30 - 10:00 a.m.

DTLA 2030

Topics: Senate Bill 384: Alcoholic
Beverages & Hours of Sale; Emergency
Preparedness, LATTCC

Special Guests: Don Perata & Bridget
Boyd, Brownstein Hyatt Farber Schreck,
LLP; Larry Frank, President, LATTCC;
Aram Sahakian, Brent Woodworth and
Larry Meyerhoffer, Emergency

CCA supported the Arts District Brewery Company (ADBC) at a Department of Alcoholic Beverage Control hearing this week. We strongly supported continuing the liquor license for ADBC. It has already become a landmark amenity in Downtown as both a community-meeting place and strong economic driver for the area. As restaurant job growth has slowed due to rising food and labor costs, ADBC has been hiring people at a steady rate and now has more than 75 employees.

ADBC has won local and national awards for its beer, including a medal at the most recent Great American Beer Festival in Denver, CO. Their beers are featured at more than thirty different fine restaurants, craft beer bars, hotels and private clubs in Southern California, as well as being featured annually at the Coachella Music Festival.

Lastly, craft beer tourism is a rapidly growing \$22.3 billion dollar industry. With the Arts District being a hub of that industry in Downtown Los Angeles, beer lovers from around the country are seeking out ADBC and other breweries nearby, bringing customers to surrounding businesses. ADBC promotes Downtown throughout the industry as a sign of quality and locally made, fresh craft beer.

Management Department

THURSDAY, APRIL 13
8:30 - 10:00 a.m.

TRANSPORTATION,
INFRASTRUCTURE &
ENVIRONMENT

**Topics: MyFigueroa Project Update;
Expo & Blue Line Grade Separations;
East-West Downtown Transit
Corridor**

**Special Guests: Manoochehr Adami,
Los Angeles Department of
Transportation; Josh Kreger, South
Park BID**



CCA IN ACTION



Member Surveys: CCA's Advocacy Agenda and New Year Member Survey

It is a top priority for Jessica Lall, CCA's new President & CEO, to hear directly from our members. Please take a moment and fill out the following surveys:

- **Advocacy Agenda Survey:** Your feedback will help us determine legislative priorities for the year based on what issues are important to you and your company.
- **New Year Member Feedback:** Your feedback will help us craft relevant programming that meets your objectives.
- **CCA Committee Meetings:** *For Business Advocacy, Executive & Premier-level members only.* Tell us how to improve our committee meetings and what topics to cover this year.

This week CCA spoke at the Board of Neighborhood Commissioners (BONC) regarding the formation of the Skid Row Neighborhood Council (SRNC). Currently, DTLA has two Neighborhood Councils: Downtown Los Angeles Neighborhood Council (DLANC) and the Historic Cultural Neighborhood Council (HCNC).

Under a new provision to the Neighborhood Council enabling legislation allowing for the subdivision of existing Neighborhood Councils, a new Neighborhood Council is being proposed: SRNC.

This Neighborhood Council will need to be approved by DTLA stakeholders. **The election is currently scheduled to take place on Thursday, April 6. Right now, votes must be cast in-person at the James Wood Community Center located at 400 E. 5th Street from 3-7p.m.**

All DTLA stakeholders should weigh-in on this proposal as it will remove the Skid Row neighborhood from DLANC and part of HCNC. CCA supports voter

engagement and we are concerned that DTLA stakeholders will not participate in this vote due to lack of notification, limited opportunity to vote and a solitary polling location.

This week, CCA spoke at the Rules, Elections, Intergovernmental Relations and Neighborhoods Committee regarding online voting for the formation of Neighborhood Councils. CCA supports online voting as it will increase voter engagement. The committee approved online voting and we will continue to monitor this issue to make sure it is in place for all DTLA Neighborhood Council elections, including the Skid Row Neighborhood Council.

Announcements

CCA CAREERS

CCA is seeking a *Director of Communications* to join our office in the heart of DTLA. This at-will position offers an excellent opportunity to be a part of Downtown's transformation into the region's center for growth. The candidate will play a vital role in shaping the policies that will support new development, the necessary infrastructure improvements and quality of life enhancements to advance Downtown. To read the full job description, please [click here](#).

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626 Wilshire Boulevard, Suite 200

Los Angeles, CA 90017